- `DAX` stands for **Data Analysis Expressions**.

- `Total Sales = SUM(Sales[Sales])`

- `Calculated Column` is stored per row in the table; `Measure` is calculated based on filters in visuals.

- `Profit Margin = DIVIDE(SUM(Sales[Profit]), SUM(Sales[Sales]))`

- `COUNTROWS()` returns the number of rows in a table.